



Winter Pines Golf Course Advisory Board Regular Meeting

Agenda

September 9, 2024 @ 8:00 AM

City Hall Commission Chambers
401 S. Park Avenue

welcome

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assistance & appeals

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please note

Times are projected and subject to change.

- 1. Call to Order**
- 2. Consent Agenda**
 - a. Approve the minutes of August 12, 2024
- 3. Public Comments (for items not on the agenda): Three minutes allowed for each speaker**
- 4. Action Items**
- 5. Non-Action Items**
- 6. Staff Updates**
 - a. WP9 & WP18 Revenue Comparisons
 - b. Bonfire Grill/Food & Beverage
- 7. Board Comments**
- 8. Upcoming Agenda Items**
- 9. Adjournment**



Winter Pines Golf Course Advisory Board

agenda item 2.a

item type

Consent Agenda

meeting date

September 9, 2024

prepared by**approved by****subject**

Approve the minutes of August 12, 2024

motion | recommendation**background****alternatives | other considerations****fiscal impact****attachments**

1. GAB Minutes 08.12.24 DRAFT



Winter Pines Golf Course Advisory Board Regular Meeting Minutes

August 12, 2024 at 8:00 AM

City Hall Commission Chambers
401 S. Park Avenue

Present

Justin Ingram, Matt Hurst, Sidney Cash, Mark Hitchner, David Webster,
Rosemary Maisenholder (virtually)

Absent

Nancy Freeman

Staff Present

Director Jason Seeley, Assistant Director Cathleen Daus, Operations Manager
Gregg Pascale, Recreation Coordinator Laura Halsey

1. Call to Order

Meeting called to order at 8:04 by Chairperson Sid Cash

2. Consent Agenda

- a. Approve the minutes of July 8, 2024

Motion made by David Webster, seconded by Mark Hitchner, to approve the July 8, 2024 minutes. Motion passes 6-0.

3. Public Comments (for items not on the agenda): Three minutes allowed for each speaker

No public present

4. Action Items

- a. Fee Schedule

Cathleen Daus, Assistant Director, presented the revisions to the fee schedule for the board to review and discuss.

The fees for WP18 have remained the same as there were increases last year. The only change was a small increase in the buckets of balls. The discount for those purchasing the member card has increased from 10% to 15%.

Gregg Pascale, Golf Course Operations Manager, stated that midday game play tends

to dip during the summer due to the temperatures. He reached out to surrounding courses to ensure Winter Park pricing remained competitive. He believes there are opportunities to increase attendance during the Interlachen course closure.

The board feels the WP18 is in the best shape it has ever been in. A brief discussion was held regarding the positive impact social media for the courses can have as far as introducing discounts and specials. The board inquired about price differences between the two courses, but the courses are in accordance with the number of holes per course and staff is working to increase membership at WP18 at this time.

Motion made by Justin Ingram, seconded by Matt Hurst, to increase WP9 fees to \$1350.00 for members and \$2150.00 for non-members, as well as approving all red-line revisions as presented. Motion passes 6-0.

Amended motion made by Matt Hurst, seconded by Justin Ingram, to increase the WP9 resident member rate from \$1200.00 to \$1350.00 with the option to add a dual membership to the WP18 for an additional \$650.00, a proportional increase of \$150.00 to the non-resident member rate at the WP9, and to approve the red-line revisions as presented. Motion passes 6-0.

5. Non-Action Items

6. Staff Updates

a. WP9 & WP18 Revenue

The board requested staff review the golf course financials before they make a motion and vote on the fee schedule revisions. The board discussed possible impacts pricing may have on membership and revenue. The board also inquired if it would be possible to 'reserve' tee times in the mornings for non-members to play. Mr. Pascale stated he would have to confer with GolfNow regarding the ability to set those parameters in the reservation software. The goal would be to increase non-member play and revenue while allowing a wider range of players access to the courses.

Mrs. Daus reviewed the revenue for both courses and a discussion was held on increasing both the member and non-member prices for the WP9. The board also discussed the possibility of increasing cart fees and or greens fees. The board is in agreement with the pricing increase for the buckets of balls and the dynamic pricing concept. She also offered three ways to either gain more revenue or lower member rounds. Price increase, limiting the number of member rounds, or a combination of the two.

Staff also briefly updated the board on renovation progress including the restrooms and F&B and will be bringing additional information regarding F&B to the board at the next regularly scheduled meeting.

Mrs. Daus informed the board that two employees are no longer with the golf courses. One transferred to another position with the city and one resigned to take a position elsewhere. One position has already been filled.

7. Board Comments

The board discussed irrigation concepts and the possibility of hiring an irrigation consultant to assist with the improvements at the courses. They feel hiring a consultation firm would allow for the priority items to be completed more efficiently, and possibly allow for more than one hole to be worked on at the same time. Mrs. Daus informed the board that the city's public works department is currently conducting a study to correct the issues with standing water. Conducting a study of the four quadrants in the city and the water flow on hole 5 could be impacted.

Mrs. Daus stated the goal is to ensure any work done will not have to be disrupted for future improvements, and to keep in mind the budget does not allow for all the work to be completed at the same time.

8. Upcoming Agenda Items

9. Adjournment

Motion made by David Webster, seconded by Justin Ingram , to adjourn. Motion passes 6-0.

Meeting adjourned at 9:15 am

Approved by the board
/s/ Laura Halsey, Recreation Coordinator



Winter Pines Golf Course Advisory Board

agenda item 6.a

item type

Staff Updates

meeting date

September 9, 2024

prepared by

Laura Halsey, Recreation Coordinator

approved by**subject**

WP9 & WP18 Revenue Comparisons

motion | recommendation**background****alternatives | other considerations****fiscal impact****attachments**

1. WP 9 Revenue Comparisons 2022-2024
2. WP 18 Revenue Comparisons 2023-2024

Winter Park Golf Course (WP9)													
FISCAL YEAR 2024													
		TOTAL Rounds per Month	STATS			Revenues							
DATE	TOTAL \$ (Pre-Sales Tax)		# 9 HOLE	Member Rounds	Night Golf	Greens Fees	Carts	Membership	Merchandise	Food & Beverage	Club RENTAL	Golf Events	Country Club
October	\$82,075.35	4124	3,243	881	0	\$39,537.29	\$5,895.70	\$13,364.54	\$9,380.83	\$5,811.49	\$638.97	\$0.00	\$7,446.53
November	\$87,078.68	3567	2,679	738	150	\$44,164.43	\$4,553.66	\$15,700.98	\$11,762.69	\$4,930.06	\$582.92	\$1,407.48	\$3,976.46
December	\$104,424.48	3290	2,334	812	144	\$40,399.88	\$3,961.16	\$31,093.56	\$16,643.98	\$4,412.72	\$246.62	\$2,411.21	\$5,255.35
January	\$116,626.08	4113	2,942	1,089	82	\$45,482.85	\$4,345.09	\$39,289.85	\$12,249.11	\$4,746.21	\$437.19	\$7,337.39	\$2,738.39
February	\$112,505.55	4501	3,274	1,133	94	\$50,298.47	\$4,690.22	\$28,598.22	\$12,239.39	\$5,313.30	\$526.87	\$7,321.87	\$3,517.21
March	\$138,633.21	5345	3,979	1,308	58	\$59,781.27	\$6,646.40	\$31,028.14	\$21,750.85	\$6,965.96	\$751.07	\$4,829.91	\$6,879.61
April	\$133,490.87	5393	4,079	1,314	0	\$57,910.97	\$6,029.06	\$27,663.66	\$18,697.12	\$7,692.28	\$482.03	\$7,469.16	\$7,546.59
May	\$119,946.18	4808	3,686	1,122	0	\$51,797.05	\$5,824.29	\$28,972.06	\$12,452.73	\$8,201.46	\$369.93	\$8,362.63	\$3,966.03
June	\$101,584.02	4425	3,363	1,062	0	\$46,134.16	\$5,815.62	\$31,028.16	\$8,638.50	\$6,623.80	\$347.51	\$2,996.27	\$0.00
July	\$91,426.81	4389	3,422	967	0	\$45,284.12	\$6,069.77	\$17,196.32	\$7,890.10	\$6,292.87	\$482.03	\$3,827.10	\$4,384.50
August	\$94,783.04	4326	3,225	1,101	0	\$44,185.70	\$5,189.83	\$22,429.98	\$9,848.46	\$5,464.18	\$459.61	\$2,828.04	\$4,377.24
September	\$0.00	0											
TOTALS	\$1,182,574.27	48281	36,226	11,527	528	\$524,976.19	\$59,020.80	\$286,365.47	\$141,553.76	\$66,454.33	\$5,324.75	\$48,791.06	\$50,087.91
			48,281		REVENUE								
			ROUNDS		\$1,182,574.27								

FISCAL YEAR 2023													
		TOTAL Rounds per Month	STATS			Revenues							
DATE	TOTAL \$ (Pre-Sales Tax)		# 9 HOLE	Member Rounds		Greens Fees	Carts	Membership	Merchandise	Food & Beverage	Club RENTAL	Golf Events	Country Club
October	\$98,534.98	3386	2,612	774		\$47,044.98	\$4,631.24	\$16,600.00	\$10,256.36	\$6,329.02	\$356.82	\$2,976.56	\$10,340.00
November	\$85,007.47	3424	2,506	918		\$43,030.83	\$4,296.38	\$15,507.97	\$8,858.43	\$5,052.64	\$201.34	\$2,323.82	\$5,736.06
December	\$102,334.22	3669	2,990	679		\$46,707.28	\$4,534.75	\$22,102.86	\$15,963.40	\$5,029.93	\$308.55	\$2,429.91	\$5,257.54
January	\$118,630.46	4493	3,716	777		\$55,161.53	\$5,452.92	\$27,962.69	\$12,815.68	\$5,822.33	\$398.31	\$4,953.27	\$6,063.73
February	\$117,733.27	3923	3,286	637		\$51,102.18	\$5,003.83	\$30,654.28	\$16,933.91	\$6,753.12	\$523.60	\$3,000.00	\$3,762.35
March	\$110,540.27	4570	3,878	692		\$55,898.05	\$6,393.05	\$21,822.48	\$14,405.90	\$7,390.40	\$719.95	\$0.00	\$3,910.44
April	\$107,026.11	3453	3,042	411		\$44,583.28	\$4,661.91	\$28,271.10	\$15,641.28	\$7,310.48	\$448.80	\$1,177.57	\$4,931.69
May	\$102,303.08	3715	3,198	517		\$46,434.74	\$4,954.02	\$20,934.64	\$12,200.65	\$7,568.20	\$400.18	\$7,336.55	\$2,474.10
June	\$95,681.72	3457	2,941	516		\$42,574.10	\$4,732.03	\$23,644.92	\$10,872.27	\$7,112.54	\$215.05	\$3,214.98	\$3,315.83
July	\$86,277.52	3749	2,940	809		\$40,714.78	\$5,256.57	\$21,074.82	\$8,399.21	\$6,710.34	\$177.65	\$2,616.87	\$1,327.28
August	\$88,419.03	3777	3,042	735		\$41,960.46	\$5,080.79	\$17,785.09	\$7,836.64	\$6,394.98	\$243.10	\$3,496.21	\$5,621.76
TOTALS	\$1,112,488.13	41616	34,151	7,465		\$515,212.21	\$54,997.49	\$246,360.85	\$134,183.73	\$71,473.98	\$3,993.35	\$33,525.74	\$52,740.78
			41,616		REVENUE								
			ROUNDS		\$1,112,488.13								

FISCAL YEAR 2022												
			STATS		Revenues							
DATE	TOTAL \$ (Pre-Sales Tax)	TOTAL Rounds per Month	# 9 HOLE	Member Rounds	Greens Fees	Carts	Membership	Merchandise	Food & Beverage	Club RENTAL	Golf Events	Country Club
October	\$176,630.38	2856	1,933	711	\$47,446.66	\$6,153.26	\$96,300.00	\$10,561.05	\$5,755.15	\$507.06	\$2,103.29	\$7,803.91
November	\$82,559.89	2822	1,734	829	\$44,449.49	\$5,034.81	\$5,000.00	\$12,201.24	\$5,107.49	\$422.55	\$3,277.94	\$7,066.37
December	\$103,651.02	3490	2,462	784	\$46,921.75	\$5,277.22	\$18,800.00	\$17,960.37	\$5,393.25	\$422.55	\$2,150.23	\$6,725.65
January	\$86,197.49	3466	2,405	835	\$45,365.38	\$5,110.31	\$10,000.00	\$12,628.15	\$5,029.00	\$356.82	\$2,378.40	\$5,329.43
February	\$95,911.91	3661	2,559	875	\$48,782.43	\$5,675.62	\$18,000.00	\$9,491.98	\$5,373.79	\$319.26	\$5,521.13	\$2,747.70
March	\$106,595.90	4027	2,869	935	\$53,225.08	\$6,355.72	\$18,200.00	\$11,751.79	\$7,216.46	\$403.77	\$6,801.88	\$2,641.20
April	\$104,630.73	4580	3,100	1,151	\$52,250.80	\$5,871.26	\$20,000.00	\$10,045.87	\$7,620.01	\$347.43	\$2,691.11	\$5,804.25
May	\$100,906.45	4312	2,888	1,215	\$52,255.65	\$6,425.81	\$20,400.00	\$8,286.06	\$7,379.00	\$300.48	\$3,516.45	\$2,343.00
June	\$91,611.56	3585	2,382	985	\$42,966.27	\$5,091.37	\$23,700.00	\$7,673.00	\$6,100.99	\$206.58	\$2,976.55	\$2,896.80
July	\$85,574.64	3516	2,458	888	\$45,590.92	\$5,238.07	\$14,500.00	\$8,813.28	\$6,278.26	\$272.31	\$366.20	\$4,515.60
August	\$83,683.96	3416	2,397	925	\$43,388.16	\$5,341.36	\$12,500.00	\$9,247.50	\$6,114.12	\$281.70	\$1,676.07	\$5,135.05
TOTALS	\$1,117,953.93	39731	27,187	10,133	\$522,642.59	\$61,574.81	\$257,400.00	\$118,660.29	\$67,367.52	\$3,840.51	\$33,459.25	\$53,008.96
			39,731		REVENUE							
			ROUNDS		\$1,117,953.93							

Winter Park Pines Golf Club (WP18)

FISCAL YEAR 2024

			STATS			Revenues						
DATE	TOTAL \$ (Pre-Sales Tax)	TOTAL Rounds per Month	# 18 HOLE	Member Rounds	Driving Range	Greens Fees	Carts	Membership	Merchandise	Club RENTAL	Golf Events	Bonfire
October	\$233,088.16	2877	2,017	860	\$36,824.25	\$52,861.18	\$28,469.08	\$102,362.62	\$7,108.37	\$462.66	\$0.00	\$5,000
November	\$127,846.81	2644	1,829	815	\$22,054.75	\$53,982.07	\$25,793.46	\$13,156.83	\$5,999.93	\$1,859.77	\$0.00	\$5,000
December	\$137,599.19	2630	1,762	868	\$23,836.06	\$55,193.00	\$27,355.83	\$18,701.99	\$6,974.07	\$538.24	\$0.00	\$5,000
January	\$145,561.40	2894	1,975	919	\$25,435.71	\$58,286.50	\$32,133.27	\$18,951.20	\$5,065.10	\$689.62	\$0.00	\$5,000
February	\$141,172.46	2961	2,026	935	25,241.75	\$61,347.06	\$31,396.30	\$10,181.73	\$7,164.62	\$841.00	\$0.00	\$5,000
March	\$167,261.25	3476	2,479	997	33,489.98	\$73,263.62	\$41,308.29	\$3,333.33	\$9,890.47	\$975.56	\$0.00	\$5,000
April	\$151,877.58	3232	2,266	966	32,329.72	\$61,370.43	\$37,996.17	\$5,986.50	\$8,555.60	\$639.16	\$0.00	\$5,000
May	\$133,804.95	2870	2,199	671	27,475.47	\$47,131.25	\$36,527.23	\$8,899.28	\$8,199.84	\$571.88	\$0.00	\$5,000
June	\$132,149.88	2707	1,999	708	27,524.55	\$45,909.07	\$33,324.63	\$11,884.81	\$7,733.10	\$773.72	\$0.00	\$5,000
July	\$121,671.28	2628	1,712	916	21,681.55	\$45,086.34	\$35,995.13	\$5,192.11	\$8,246.87	\$469.28	\$0.00	\$5,000
August	\$119,903.47	2431	1,590	841	20,815.61	\$38,113.22	\$36,289.43	\$11,863.98	\$7,282.99	\$538.24	\$0.00	\$5,000
September	\$0.00	0										
TOTALS	\$1,611,936.43	31350	21,854	9,496	296,709.40	\$592,543.74	\$366,588.82	\$210,514.38	\$82,220.96	\$8,359.13	\$0.00	\$ 55,000.00
			31,350 ROUNDS		REVENUE \$1,611,936.43							

Winter Park Pines Golf Club (WP18)

FISCAL YEAR 2023

			STATS			Revenues						
DATE	TOTAL \$ (Pre-Sales Tax)	TOTAL Rounds per Month	# 18 HOLE	Member Rounds	Driving Range	Greens Fees	Carts	Membership	Merchandise	Club RENTAL	Golf Events	F&B
October	\$216,943.27	3600	2,900	700	\$19,009.19	\$81,947.27	\$0.00	\$104,837.10	\$6,149.71	\$0.00	\$0.00	\$5,000.00
November	\$130,480.28	2978	2,303	675	\$17,395.40	\$53,953.35	\$23,807.39	\$19,618.81	\$10,256.69	\$448.64	\$0.00	\$5,000.00
December	\$132,424.82	3583	2,856	727	19,881.58	\$68,162.49	\$31,347.12	\$14,733.68	\$12,466.51	\$715.02	\$0.00	\$5,000.00
January	\$173,423.27	3870	3,088	782	34,358.08	\$77,670.98	\$30,747.26	\$14,649.57	\$9,623.42	\$1,373.96	\$0.00	\$5,000.00
February	\$154,785.83	3723	3,060	663	29,741.84	\$78,291.55	\$30,485.50	\$2,056.08	\$8,299.56	\$911.30	\$0.00	\$5,000.00
March	\$179,816.28	4327	3,700	627	31,720.46	\$90,915.36	\$37,606.40	\$3,084.12	\$10,242.16	\$1,247.78	\$0.00	\$5,000.00
April	\$159,823.14	4464	3,689	775	27,829.22	\$71,194.73	\$36,283.41	\$9,766.38	\$8,922.22	\$827.18	\$0.00	\$5,000.00
May	\$153,421.32	4171	3,253	918	29,765.44	\$68,605.77	\$35,255.18	\$3,831.80	\$10,234.09	\$729.04	\$0.00	\$5,000.00
June	\$133,521.01	3439	2,662	777	29,491.55	\$58,010.46	\$30,373.17	\$747.68	\$9,393.43	\$504.72	\$0.00	\$5,000.00
July	\$126,476.10	3332	2,399	933	23,896.74	\$51,976.20	\$31,767.21	\$4,626.18	\$8,761.13	\$448.64	\$0.00	\$5,000.00
August	\$121,849.87	3347	2,455	892	23,735.59	\$49,305.24	\$30,609.41	\$5,140.20	\$7,429.93	\$629.50	\$0.00	\$5,000.00
TOTALS	\$1,682,965.19	40834	32,365	8,469	266,943.51	\$750,033.40	\$318,282.05	\$183,091.60	\$101,778.85	\$7,835.78	\$0.00	\$55,000.00
			40,834 ROUNDS		REVENUE \$1,682,965.19							



Winter Pines Golf Course Advisory Board

agenda item 6.b

item type

Staff Updates

meeting date

September 9, 2024

prepared by

Laura Halsey, Recreation Coordinator

approved by**subject**

Bonfire Grill/Food & Beverage

motion | recommendation**background****alternatives | other considerations****fiscal impact****attachments**

None